MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022 /2023

BMK2084 – MARKETING CHANNEL MANAGEMENT

(All sections / Groups)

10 JULY 2023
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 **page**, excluding this cover page.
2. Answer ALL FOUR (4) questions.
3. The total mark for this exam is **100 marks**.
4. Please write **ALL** your answers in the **ANSWER BOOKLET** provided.

Answer ALL questions.

Question 1

Power is an important element in channel relationship. Discuss the FIVE (5) sources of channel power.

(25 marks)

Question 2

a. Channel members may strive for mutual support, yet evading conflict is almost impossible. Elaborate the FOUR (4) channel conflicts clouding channel members.

(20 marks)

b. List the FIVE (5) relationship phases in marketing channel.

(5 marks)

(Total 25 marks)

Question 3

a. Positioning strategy is vital in retail environment. Discuss the Five (5) demand side retail positioning strategy.

(15 marks)

b. Explain FOUR (4) functions of wholesaler.

(10 marks)

(Total 25 marks)

Question 4

a. Franchising paves the way for business expansion. Discuss the TWO (2) initial benefits a franchisor can obtain from franchising business.

(10 marks)

b. Intangibility is one of the key service characteristics among emerging channels. Briefly discuss intangibility.

(5 marks)

c. Briefly explain the FOUR (4) pillars of omni-channel strategy.

(10 marks)

Total 25 marks)

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